City of San Marcos
PARKING MANAGEMENT CONSULTING

THE CITY OF SAN MARCOS

Kimley》Horn

Introductions

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Project Manager

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Tonight's Agenda

1. Why Do We Manage Parking?
2. Case Study Examples – What Are Others Doing?
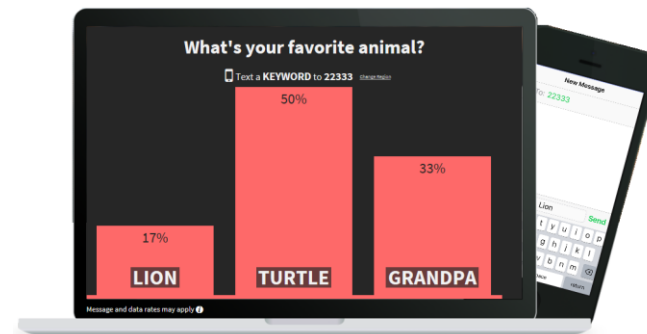3. Parking Study Next Steps
4. Open Discussion / Q & A

We Want Your Feedback

When you see the Poll Everywhere icon, please text **22333** to join the session, followed by your numerical response.

We'll capture and share your responses in real time.
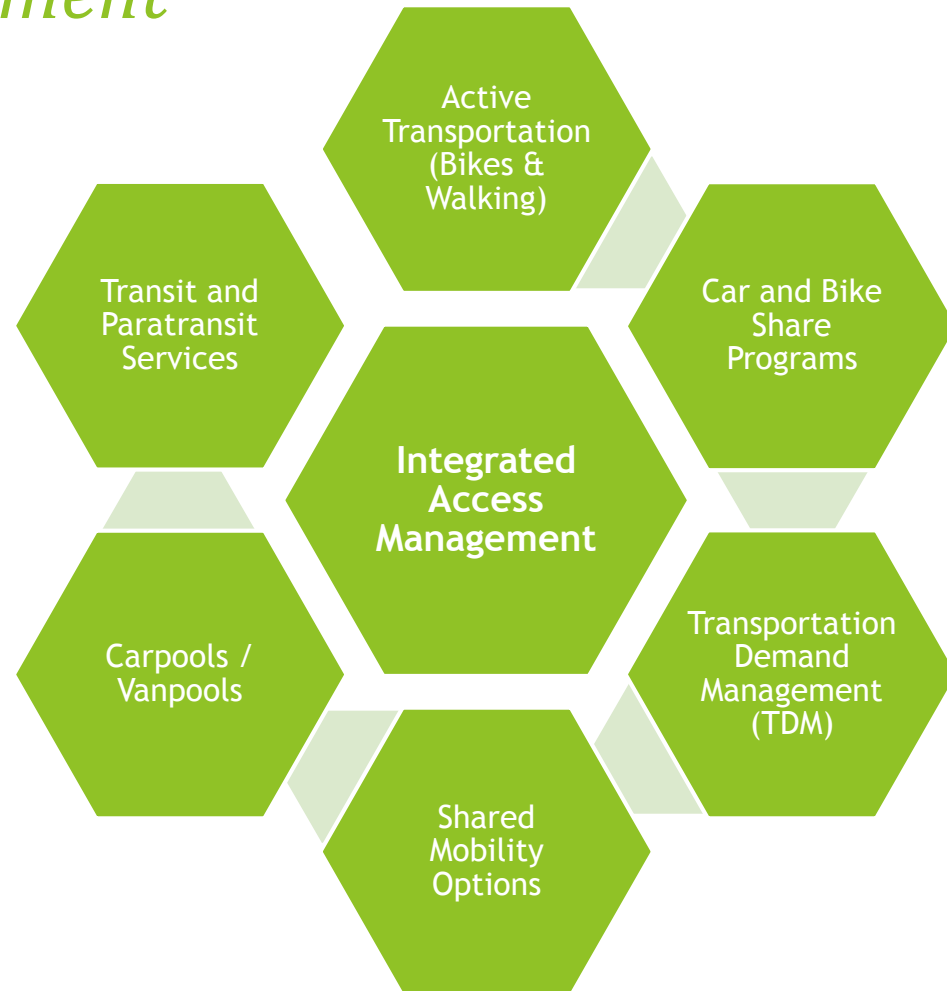
Let's test it…

Why Do We Manage Parking?

▶ Make it easier to access the places you want to go

▶ It is a limited and shared public resource

▶ It's an important part of the "experience" of a place

▶ When done well, it can support other community initiatives

Organization / Leadership	Urban Design / Planning
Economic Development	
Leveraging Technology	Customer Service / Effective Mgmt.

The Paradigm is Shifting...

Integrated Access Management

▶ Expand our vision to encompass integrated access strategies.

▶ A single program with benefits for multiple modes makes individual elements stronger.

▶ Respect the needs of participants to occasionally vary their modes helps overcome initial reluctance.

Active Transportation (Bikes & Walking)

Transit and Paratransit Services

Car and Bike Share Programs

Integrated Access Management

Carpools / Vanpools

Transportation Demand Management (TDM)

Shared Mobility Options

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- Parking management is about *options*.

- Be sensitive to "unintended consequences"

Do Nothing

Parking Regulation & Control

Time Restrictions

Residential Parking Protections

Introduce Paid Parking

Transportation Demand Management

Develop Additional Parking

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How Has Parking Been Changing?

PARKING WAS…

singularly focused on parking

PARKING IS…

Urban Cycling Workshops *free*

multi-dimensional and interconnected

ECONOMIC

$

ENVIRONMENTAL

SOCIAL

How Has Parking Been Changing?

Parking Was…

Often ignored and under valued.
An afterthought.

Parking Is…

A primary focus for forward thinking companies.
A potential market advantage.

How Has Parking Been Changing?

Parking Was…

Statistically a "high crime area"

Parking Is…

Designed for better security and well monitored for customer safety

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How Has Parking Been Changing?

Parking Was…

At best, dull, grey and utilitarian

Parking Is…

Designed for openness, visibility and safety

How Has Parking Been Changing?

Parking Was...

Parking Is...

Often confusing and frustrating

Improving user interfaces and enhancing customer friendliness

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How Has Parking Been Changing?

Parking Was...

Block deadening urban structures

Parking Is...

Integrated mixed-use facilities with active street level uses

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How Has Parking Been Changing?

Parking Was...

Parking Is...

"I don't reimburse. I validate. I listen and acknowledge how difficult it was for you to find a place to park."
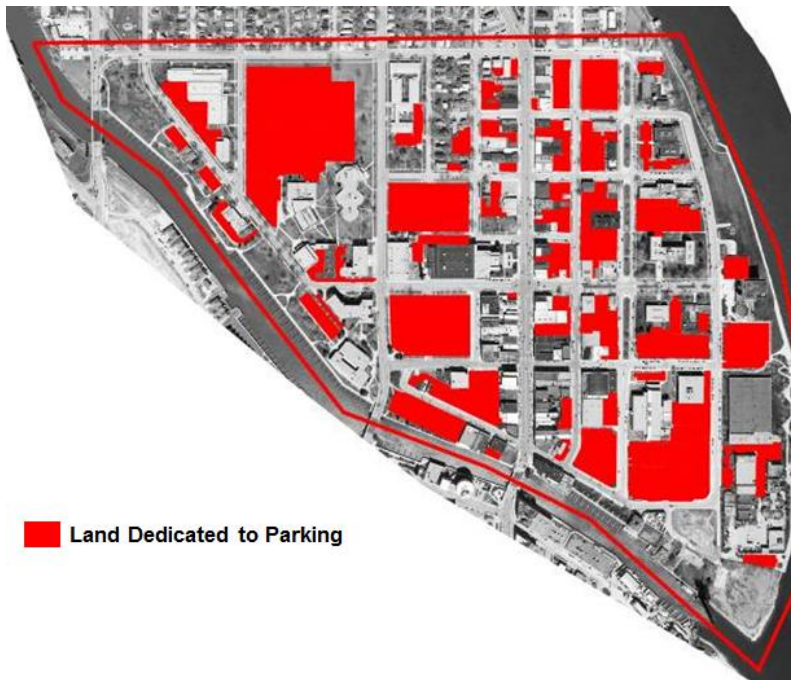
Often Unsophisticated and unsympathetic

Complex, technologically sophisticated and growing in respect

How Has Parking Been Changing?

Parking Was...

Land Dedicated to Parking

Often the largest single land-use in a downtown area

Parking Is...

Structured Parking
New Development
New Green/Public Space
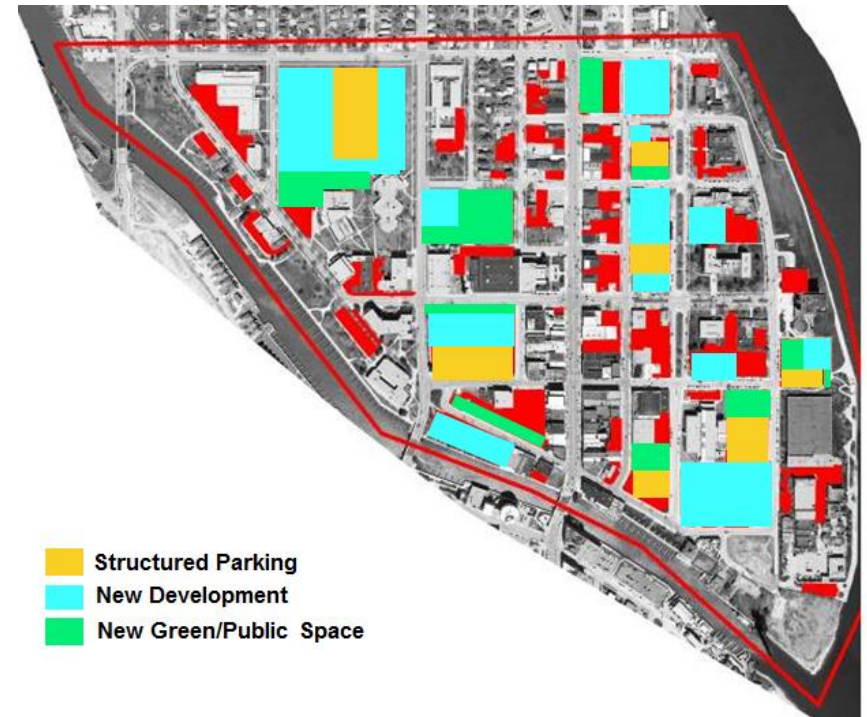
More efficient and being used as an economic development strategy

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How Has Parking Been Changing?

Parking Was...

Reactive to the demand for SOV usage

Parking Is...

Promoting shared parking and less reliance on individual motorized transportation

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How Has Parking Been Changing?

Parking Was...

Often a frustrating game of "find it if you can"
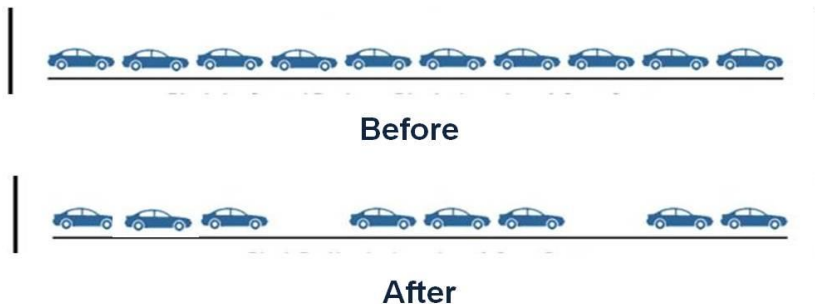
Parking Is...

"Let us guide you to your space"

Eight Key Areas

1. Embracing Innovation
2. Leveraging Technology
3. Enhanced Planning
4. Program Branding, Marketing, and Communications
5. Community Partnering
6. Reinventing the Urban Environment
7. Creating Sustainable Programs
8. Enhancing the EXPERIENCE!

Technology & Communications

▶ Where can I find parking?

▶ How much will it cost?

▶ What if I need more time?

▶ Performance-based pricing?

▶ Eliminate time limits?

Before

After

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Enhanced Planning & Planning Tools

- ▶ Parking strategic plans

- ▶ Project planning and visualization tools

- ▶ Building Information Modeling (BIM)

- ▶ Form-based code

- ▶ 3-D computer modeling

Program Branding, Marketing and Communications

▶ "Nice to haves" are now essential:

  ▶ Branding

  ▶ Naming

  ▶ Coordinated media / public relations

  ▶ Crisis / service disruption

  ▶ Partnering with local experts

  ▶ Audience segmentation
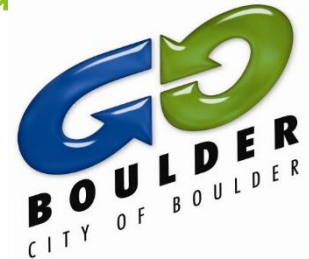
Community Partnering

➢ Parking programs are becoming vital community partners

➢ Funding Partnerships
  - ➢ Downtown Master Plan
  - ➢ Community Bike Programs
  - ➢ Collaborative Car Share Programs
  - ➢ Enhanced Pedestrian Amenities

➢ Community Program Support
  - ➢ Farmer's Markets
  - ➢ Downtown Festivals

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Our Role in the New Urban Environment

▶ Embracing New Urbanism

▶ Form-Based Code

▶ Transit-Oriented Development

▶ Prioritizing Place Making

▶ "Mobility-Oriented Design"
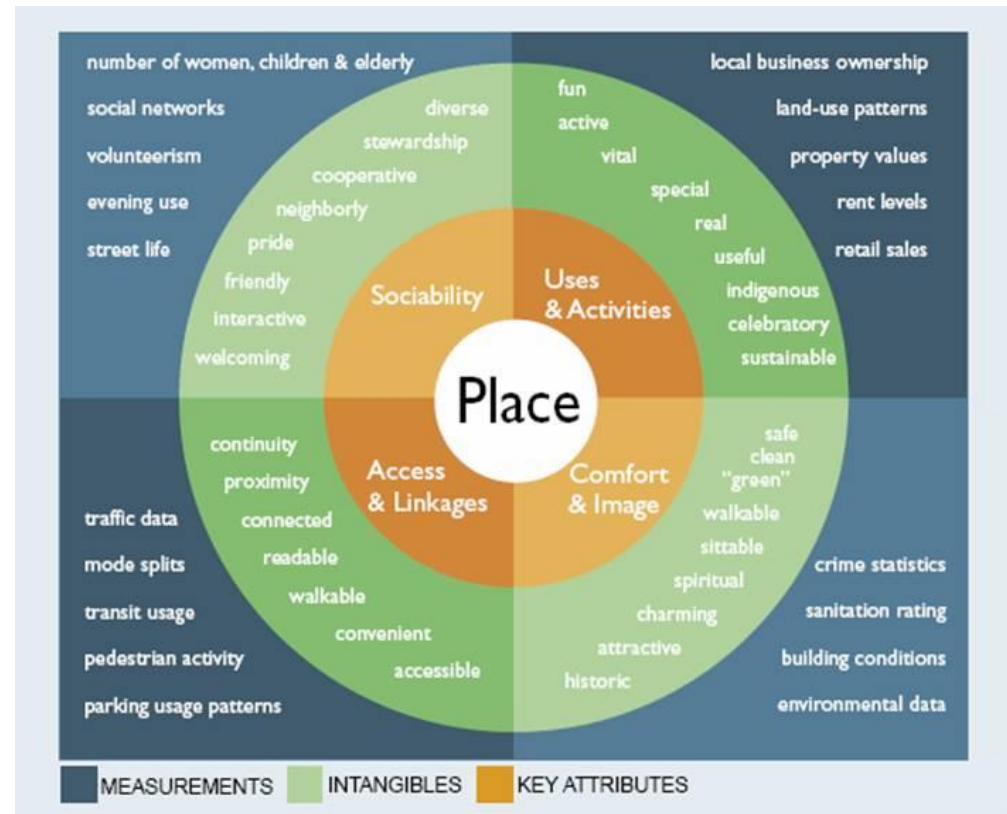
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Enhancing the San Marcos EXPERIENCE!

- ▶ The Experience Economy

- ▶ First & Last Impressions

- ▶ Investment in Good Design

- ▶ Parking Interior Environment Enhancements

The Experience Economy

Work is Theatre &
Every Business a Stage

B. JOSEPH PINE II
JAMES H. GILMORE
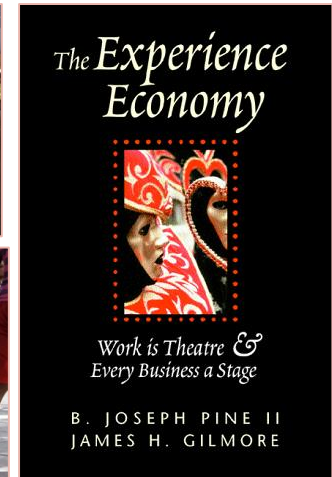
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WHAT ARE OTHERS DOING?

Houston, TX   Neighborhood Parking Plans

PROCESS OVERVIEW

Neighborhood Context and Identity

Current Conditions Assessment and Summary

Community Values and Goals

Key Issues and Community Resources Identification

Recommended Neighborhood District Parking Management Program Elements

Community Engagement Workshop Process

Parking and Mobility Management Specific Issues

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Provo, UT

Creating a New Parking Program From Scratch

▶ Finding an organizational "home"

▶ Neighborhood parking concerns

▶ Relationship with BYU

▶ "Predatory" towing

▶ Move to enforce what they already had

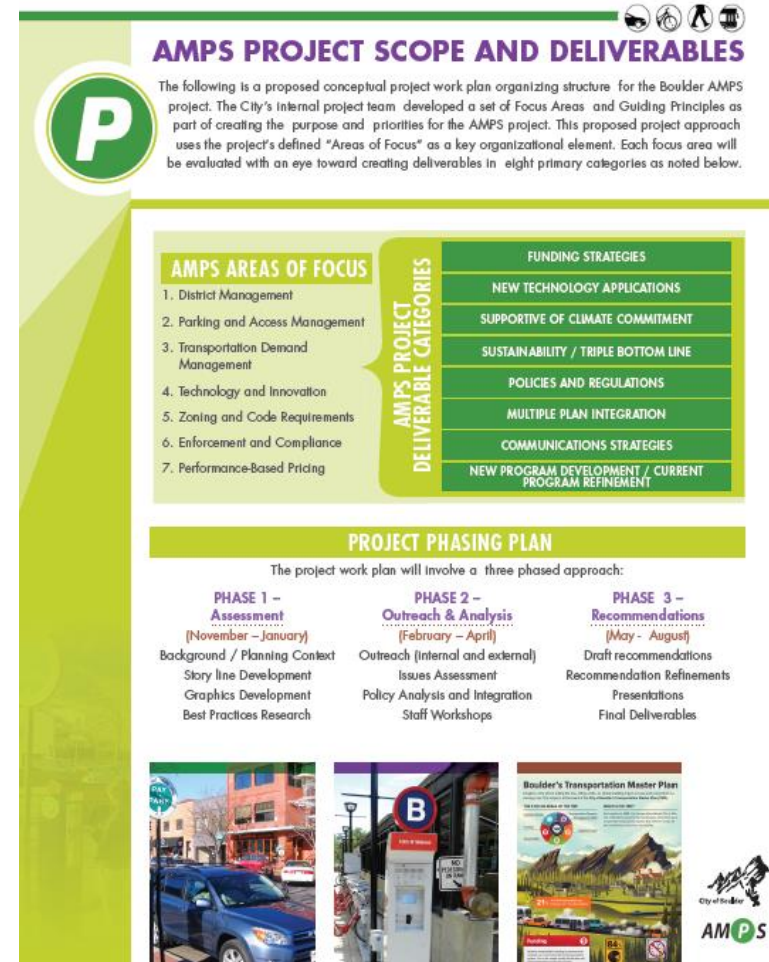▶ Build more parking or encourage alternative modes…or both?

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Boulder, CO

Aligning Parking Strategies with Larger Community Goals

▶ District Management

▶ Parking and Access Mgmt.

▶ TDM

▶ Technology and Innovation

▶ Zoning and Code Requirements

▶ Enforcement and Compliance

▶ Performance Based Pricing

AMPS PROJECT SCOPE AND DELIVERABLES

The following is a proposed conceptual project work plan organizing structure for the Boulder AMPS project. The City's internal project team developed a set of Focus Areas and Guiding Principles as part of creating the purpose and priorities for the AMPS project. This proposed project approach uses the project's defined "Areas of Focus" as a key organizational element. Each focus area will be evaluated with an eye toward creating deliverables in eight primary categories as noted below.

AMPS AREAS OF FOCUS
1. District Management
2. Parking and Access Management
3. Transportation Demand Management
4. Technology and Innovation
5. Zoning and Code Requirements
6. Enforcement and Compliance
7. Performance-Based Pricing

AMPS PROJECT DELIVERABLE CATEGORIES
- FUNDING STRATEGIES
- NEW TECHNOLOGY APPLICATIONS
- SUPPORTIVE OF CLIMATE COMMITMENT
- SUSTAINABILITY / TRIPLE BOTTOM LINE
- POLICIES AND REGULATIONS
- MULTIPLE PLAN INTEGRATION
- COMMUNICATIONS STRATEGIES
- NEW PROGRAM DEVELOPMENT / CURRENT PROGRAM REFINEMENT

PROJECT PHASING PLAN

The project work plan will involve a three phased approach:

PHASE 1 – Assessment (November – January)	PHASE 2 – Outreach & Analysis (February – April)	PHASE 3 – Recommendations (May - August)
Background / Planning Context	Outreach (internal and external)	Draft recommendations
Story line Development	Issues Assessment	Recommendation Refinements
Graphics Development	Policy Analysis and Integration	Presentations
Best Practices Research	Staff Workshops	Final Deliverables

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Cedar Rapids, IA

Vision → Strategy → Action

- ▶ Around 10,000 spaces
- ▶ Garages: 6
- ▶ Surface Lots: 12
- ▶ $5 M budget
- ▶ Integrated system
- ▶ Public / Private Partnerships
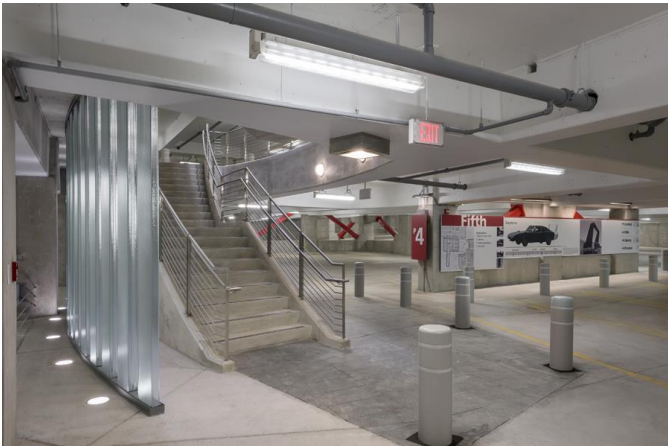
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Ann Arbor, MI

Rethinking assumptions

▶ Redefine the parking system: everyone is a pedestrian.

Ann Arbor, MI
Rethinking assumptions

▶ Design parking facilities from the perspective of humans, not cars.

Boise, ID
Parking as economic development strategy

▶ Wayfinding experience from beginning to end

▶ Quick access to parking information online and on-street

▶ Include parking messaging in all marketing

▶ "Don't forget your first hour is free!"

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Boise, ID
Parking as economic development strategy

▶ Redevelopment Through Strategic Investments

Planning

Parking

Place Making

Public Art

Streetscapes, Infrastructure

Billings, MT
Creating a plan

▶ **Stakeholders asked for a plan**

  ▶ Parking viewed as a major obstacle

  ▶ Intimidating

  ▶ Complex – not user friendly

  ▶ Needed funds for future infrastructure

▶ **What We Heard**

  ▶ Employees were taking up valuable on-street spaces

  ▶ Lack of enforcement and over-enforcement were both issues

  ▶ Any parking plan and enforcement needs to be sensitive to neighborhood/district nuances
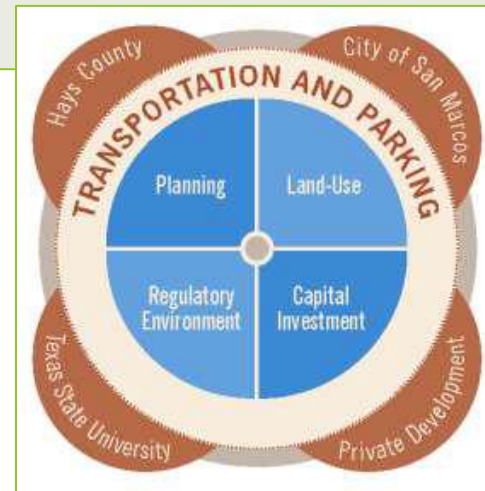
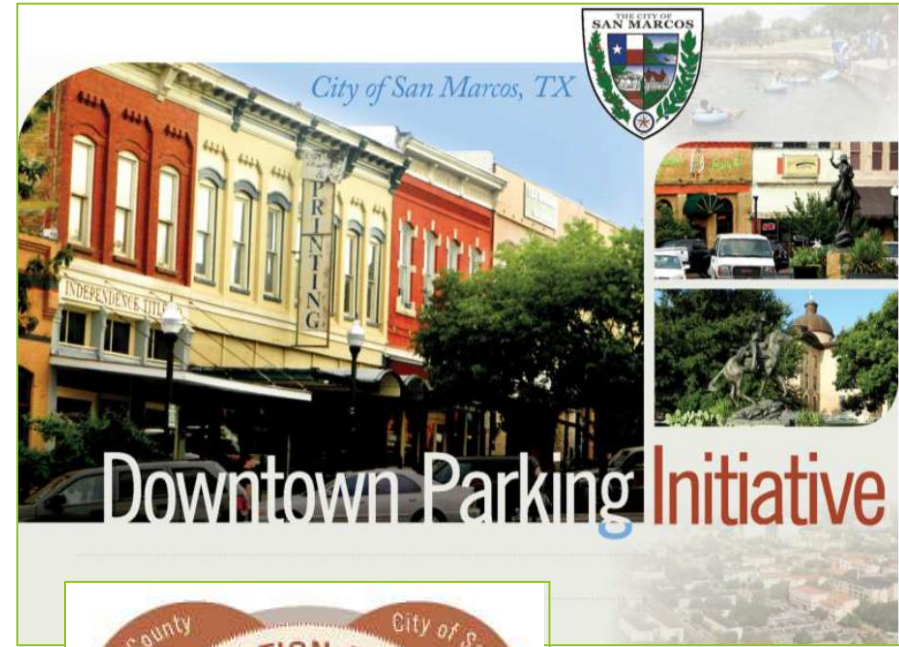*City of San Marcos*

WHAT'S NEXT FOR SAN MARCOS?

THE CITY OF
SAN MARCOS

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Goal of Current Work

▶ Transition from planning to implementation

▶ Advance recommendations of 2012 parking planning work

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- Parking management is about *options*.

- Be sensitive to "unintended consequences"

Do Nothing

Parking Regulation & Control

Time Restrictions

Residential Parking Protections

Introduce Paid Parking

Transportation Demand Management
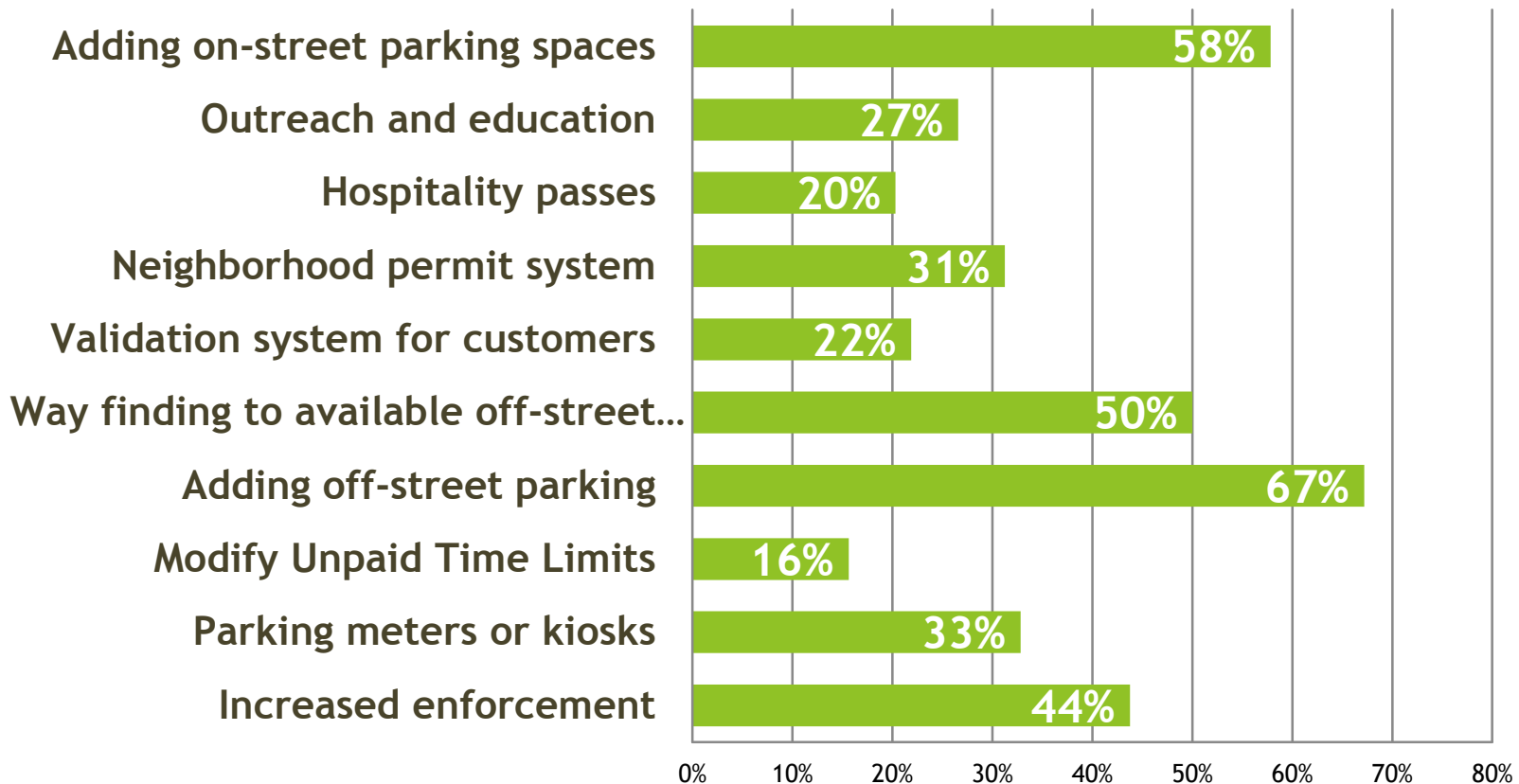
Develop Additional Parking

Recommendations from 2012 Plan

1. Explore a parking district
2. Recruit a parking system manager
3. Develop business and funding Plan
4. Improve on-Street parking management
5. Address mid-to long-term surface parking
6. Add supply, as needed
7. Develop a branding, marketing and communication strategy

What We Heard in 2012

Preferred Management Strategies

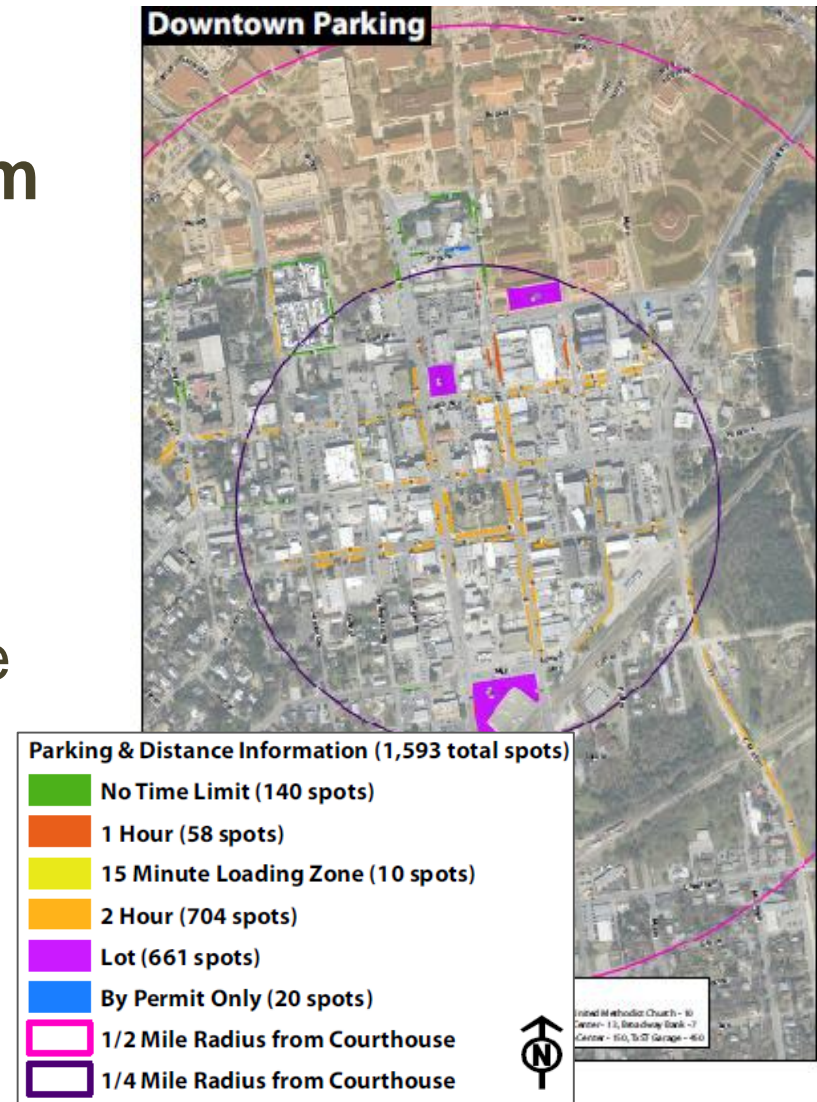| Strategy	Percent
Adding on-street parking spaces	58%
Outreach and education	27%
Hospitality passes	20%
Neighborhood permit system	31%
Validation system for customers	22%
Way finding to available off-street...	50%
Adding off-street parking	67%
Modify Unpaid Time Limits	16%
Parking meters or kiosks	33%
Increased enforcement	44%

0% 10% 20% 30% 40% 50% 60% 70% 80%

Where Are We Today?

Current Public Parking Program

▶ 622 on-street spaces

▶ 24 off-street facilities

▶ Time-limited parking

▶ Very limited off-street options

▶ High demand near Texas State and the Square

▶ Unique day/night demand

Please reference handout.

Downtown Parking

Parking & Distance Information (1,593 total spots)

- No Time Limit (140 spots)
- 1 Hour (58 spots)
- 15 Minute Loading Zone (10 spots)
- 2 Hour (704 spots)
- Lot (661 spots)
- By Permit Only (20 spots)
- 1/2 Mile Radius from Courthouse
- 1/4 Mile Radius from Courthouse

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What's Next?

The consultant team and City staff will be working on the following tasks in the next few months:

- ▶ Issues identification
- ▶ Draft recommendations
- ▶ Additional community feedback
- ▶ Plan refinements
- ▶ City Council review
- ▶ Final plan approval

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OPEN DISCUSSION